

## Claims:

1. A method for creating a personalized home page on a web site comprising:
  - presenting a entry page to the user for user entry of desired content;
  - receiving said entry of desired content from said user;
  - associating a user account on said web site with said home page, said account including said desired content and an associated user ID and password;
  - and
  - creating a personalized home page including said desired content.
2. The method of claim 1 wherein said content includes categories of information.
3. The method of claim 2, further including non-textual information associated with said categories.
4. The method of claim 3, wherein said non-textual information includes graphics.
5. The method of claim 1 wherein said content includes keywords.

6. The method of claim 4 wherein said content includes categories associated to said keywords.

7. The method of claim 5 wherein said content includes categories associated to said second set of keywords.

8. The method of claim 7 wherein said content categories associated to said keywords and further associated to an additional set of categories.

9. The method of claim 1 wherein said account further includes personalized information.

10. The method of claim 7, where said personalized information includes a URL to the user's homepage.

11. The method of claim 1, further including the act of password-protecting said account.

12. An apparatus for creating a personalized home page on a web site comprising:

a web site configured to host a home page and:

present a entry page to the user for user entry of desired content;  
receive said entry of desired content from said user;  
associate a user account on said web site with said home page, said  
account including said desired content and an associated user ID and password;  
and

create a personalized home page including said desired content.

13. The apparatus of claim 12 wherein said content includes categories of information.

14. The apparatus of claim 13, further including non-textual information associated with said categories.

15. The apparatus of claim 14, wherein said non-textual information includes graphics.

16. The apparatus of claim 12 wherein said content includes keywords.

17. The apparatus of claim 16 wherein said content includes categories associated to said keywords.

18. The apparatus of claim 17 wherein said content includes categories associated to said second set of keywords.

19. The apparatus of claim 18 wherein said content categories associated to said keywords and further associated to an additional set of categories.

20. The apparatus of claim 12 wherein said account further includes personalized information.

21. The apparatus of claim 20, where said personalized information includes a URL to the user's homepage.

22. The apparatus of claim 12, further including the act of password-protecting said account.